

*Tampa's arts and cultural institutions strengthen our local economy by bringing innovative and creative industries to our city.*

**Pam Iorio, Mayor, City of Tampa**

*The best job markets are those where bright, well-educated young professionals want to live and there is a vibrant, eclectic arts scene and other smart, creative people.*

**Deanne Roberts, President,  
Roberts Communications**

*As workers choose where they want to live, museums, concert venues, and cultural fairs are part of their decision. The most creative and innovative workers are looking for diversity and excitement.*

**Mike Meidel, Director  
Pinellas County Economic Development**

*There is no other beach destination in Florida that offers award-winning beaches with such a variety of museums, art galleries, performing arts centers and cultural events as Pinellas County.*

**Carol Ketterhagen, Executive Director  
Clearwater Area Convention & Visitors Bureau**

*My family and I were attracted to Tampa because of the vibrant cultural scene. We go to the theater more in Tampa than we did in Washington, D.C.*

**Alan Ciamporcerro, President  
Southeast Region, Verizon**

*Tampa's ability to compete successfully to attract high wage paying businesses and the workforce needed to support these companies requires a commitment that the arts flourish in our community.*

**Mark Huey, Economic Development  
Administrator, City of Tampa**

*A strong cultural presence fosters employee innovation, enhancing business and marketing opportunities, while creating a rich social fabric when interwoven with sports & community activities.*

**Sam Ellison, Chair, Greater Tampa Chamber of  
Commerce**

*Our business recruitment and retention efforts are enhanced by the presence of fine theaters, galleries, music and other cultural institutions in our community.*

**Don Shea, President & CEO, St. Petersburg  
Downtown Partnership**

## The Study

Approximately 150 questionnaires were sent to cultural institutions in Pinellas and Hillsborough County and 86 valid responses were received for a response rate of 61 percent.

PricewaterhouseCoopers tabulated the responses and provided the economic impact estimates.

## Participants

Al Downing Tampa Bay Jazz Association, Inc.  
American Stage  
Art Harvest  
Artists Unlimited, Inc.  
The Arts Center  
Arts Council of Hillsborough County  
Arts Council of Plant City  
Bayside Choirs, Inc.  
Bits n' Pieces Puppet Theatre  
Bonk, Inc.  
Center Place Fine Arts and Civic Association  
City of Clearwater—Cultural Affairs  
City of St. Petersburg—Cultural Affairs  
City of Tampa—Arts and Cultural Affairs  
Clearwater Jazz Holiday  
Covivant Gallery & Studios  
Creative Clay, Inc.  
Crescendo, The Tampa Bay Women's Chorus  
Dunedin Fine Art Center  
Dunedin Historical Society  
EMIT  
First Night St. Petersburg  
The Florida Aquarium  
Florida Craftsmen, Inc.  
Florida Hobbeast Museum  
Florida International Museum  
The Florida Orchestra  
Florida West Ballet  
Gasparilla Festival of the Arts, Inc.  
Great Explorations  
Gulf Beach Art Center  
Gulf Coast Museum of Art  
Gulf Coast Youth Choirs, Inc.  
Henry B. Plant Museum  
Heritage Village—Pinellas County Historical Museum  
Hillsborough Community College  
Kid City, the Children's Museum of Tampa  
Largo Cultural Center—City of Largo  
Leepa-Ratner Museum of Art  
Live Arts Peninsula Foundation  
Lowry Park Zoo  
Mahaflay Theater Foundation  
The Master Chorale of Tampa Bay  
Museum of Science and Industry (MOSI)

Museum of Fine Arts  
PACT, Inc./Ruth Eckerd Hall  
Palladium Theatre, Inc.  
Pasco County Arts Council  
Philippine Cultural Foundation, Inc.  
The Pier Aquarium  
Pinellas County Arts Council  
Pinellas Youth Symphony  
Plant City Children's Theatre  
Powertories Theatre  
Salvador Dali Museum, Inc.  
Science Center of Pinellas County, Inc.  
Spanish Lyric Theatre  
Stageworks Theatre Company  
St. Petersburg International Folk Fair Society, Inc.  
St. Petersburg Museum of History  
Sunshine Brass Band, Inc.  
Tampa Bay Business Committee for the Arts  
Tampa Bay Children's Chorus  
Tampa Bay Film Commission  
Tampa Bay Heralds of Harmony  
Tampa Bay History Center  
Tampa Bay Performing Arts Center  
Tampa Bay Symphony  
Tampa Community Band  
Tampa Educational Cable Consortium  
Tampa Gallery of Photographic Arts  
Tampa International Gay & Lesbian Film Festival  
Tampa-Hillsborough County Storytelling Festival  
Tampa Jazz Club  
Tampa Museum of Art  
Tampa Oratorio Singers  
Tampa Theater  
Tarpon Springs Cultural Treasures Complex  
Toast of Tampa Show Chorus  
University Area Community Development Corporation  
University of South Florida, College of Visual & Performing Arts  
University of Tampa Press/Tampa Review  
University of Tampa, Scarfone/Hartley Gallery  
Venue Theater Collective, Inc.  
WMNF 88.5 FM  
Ybor City Museum Society, Inc.

## Mission of the Tampa Bay Business Committee for the Arts

The mission of the Tampa Bay Business Committee for the Arts, Inc. (TBBCA) is to motivate, educate, develop and recognize the business community's participation in the arts. This is achieved through business-arts partnerships, volunteerism, in-kind donations, and leadership development

Formed as a not-for-profit organization in 1989, the TBBCA is the only Florida affiliate of the national Business Committee for the Arts, founded by David Rockefeller in 1967 and headquartered in New York.



## PricewaterhouseCoopers LLP

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# Cultural Institutions as Economic Engines

Arts & Culture Add  
\$521.3 Million to the  
Tampa Bay Economy

Presented by:  
**Tampa Bay Business Committee for the Arts**

Special Thanks to:  
**PricewaterhouseCoopers LLP**  
For its generosity in donating its time and expertise to this analysis and conclusion

## Culture & the Economy

In 2004, 5.6 million people attended plays, musical performances, museum exhibits and other cultural institutions in Tampa Bay. As related activities, they also went to restaurants, hired babysitters, parked their cars and stayed in hotels. The result was an economic impact in Tampa Bay of \$521.3 million.

**Tourism** is a major pillar of our economy. Statistics from the Travel Industry Association of America show that travelers who visit cultural sites stay longer and spend more money than those who don't, some staying as long as two or three additional nights, spending \$175 more per person when they do.

Cultural institutions are a significant part of **economic revitalization**, as witnessed by the recent renaissance in downtown St. Petersburg and as is occurring presently in downtown Tampa. A strong cultural presence plays a role in the process of **business attraction and retention** and serves to make the bay area an attractive place to live.

This publication provides data that demonstrate the economic significance of cultural institutions in Pinellas and Hillsborough County.

## State & National Data

The total impact of cultural expenditures on Florida's economy was \$9.3 billion, creating 103,713 full-time jobs and incomes of \$2.6 billion.

Nationally the arts generated 4.9 million full-time jobs bringing over \$134 billion into the economy.

# Arts & Culture Keep Adding Up!

## In a single year, the economic impact of the cultural institutions in the Tampa Bay area was \$521.3 million.

Local art and cultural organizations hosted 5.6 million attendees.

### Study Results

Direct spending - \$270.3 million

Total Income - \$202.7 million

Jobs - 7,800

Total Sales - \$521.3 million

Participating organizations paid a total of \$3.1 million in taxes and collected an additional \$1.3 million on behalf of federal, state and local governments.

### Attendance

In 2004, Tampa Bay cultural organizations reported **5.6 million** visits. Approximately 36% of the attendees were free admissions. Of the free admissions, approximately 41% were used by children and 59% by adults.

### Changes since the Last Study

Consistent with 1999 study results, the economic impact of arts and culture on the Tampa Bay community continues to be substantial, and it has significantly increased.

Comparison of 1999 and 2004 Study Results (* in millions)			
	1999	2004	increase
Direct Spending *	\$208.3	\$270.3	29.7%
Income *	\$146.7	\$202.7	38.2%
Jobs	7,000	7,800	11.4%
<b>Sales *</b>	<b>\$402.2</b>	<b>\$521.3</b>	<b>29.6%</b>

### Direct Spending in 2004

(in millions)

Operations Spending	\$154.4
Audience Ancillary Spending	\$96.1
Capital Improvements	<u>\$19.8</u>
<b>Total</b>	<b>\$270.3</b>

### Income Distribution

Approximately 54% of the total income of the cultural organizations was earned income, while 46% represented various types of contributions.

Of the contributed income, 29% came from government grants, 26% from individuals, 8% from businesses, 6% from foundations, 4% from endowments, and the remaining from other sources.

### Study Participants

Participants were widely dispersed across eleven organizational categories.

The top five categories included:  
**Museums** - 24%  
**Music Organizations** - 19%  
**Multidisciplinary groups** - 13%  
**Theaters** - 9%  
**Special Events/Festivals** - 9%

Approximately 42% of the participants have annual operating incomes of at least \$500,000.

## Tampa Bay Leaders Speak Out

*The Salvador Dali Museum, the Florida Orchestra and three performing arts centers attract large numbers of foreign visitors to Tampa Bay.*

**Tom James, President & CEO, Raymond James Financial**

*It is hard to image St. Petersburg as the vital, growing and exciting place that it is without our cultural institutions and artists. They bring a vibrant downtown, economic growth, and tourism.*

**Rick Baker, Mayor, City of St. Petersburg**

*Tourism is a vital part of the economy in Hillsborough County and the cultural events, programs and exhibits expand and enrich the visitors' experience.*

**Steve Hayes, Executive Vice President**

**Tampa Bay Convention & Visitors Bureau**

*St Petersburg is proud to be known for its artistic offerings as we have seen a strong linkage between our successful business community and the arts.*

**Russ Sloan, President/CEO, St. Petersburg Area Chamber of Commerce**

*Arts and culture are critical to Clearwater's livability and prosperity. They provide an enormous return on investment in generating economic vitality, community development and quality of life.*

**Frank Hibbard, Mayor, City of Clearwater**

*The cultural component of a community helps to define its value and attracts and retains residents.*

**Lou Buccino, Director of External Affairs, Citigroup**

*The impact of the cultural community on the redevelopment of downtown Tampa is tremendous and brings new structures, increased numbers of people and greater patronage of businesses.*

**Christine Burdick, President Tampa Downtown Partnership**

*Just as economic impact studies are quoted when promoting events such as the Super Bowl or the NCAA tournament, this study is important because it draws attention to the economic impact that the arts have on an ongoing basis.*

**James A. Fernandez, Assistant Vice President, Merrill Lynch**